



2007 SPONSORSHIP OPPORTUNITIES

The Indiana State Fair invites companies to participate as sponsors of the 2007 Indiana State Fair, August 8th – 19th in Indianapolis. **More than 870,000 people are expected to attend the Fair**, which gives companies a unique opportunity to **market their products and services to a statewide audience**. Below is a list of sponsorship-marketing opportunities available for consideration. The Indiana State Fair is also flexible in creating sponsorship programs to meet sponsors' community marketing goals. For more information, contact DebbieDreiband@livenation.com or call Debbie at (317) 249-2726.

INDIANA STATE FAIR PROGRAM AD SPONSOR

As an *Indiana State Fair Program Ad Sponsor*, the sponsor will receive extensive exposure in a minimum of **625,000** copies of the Indiana State Fair Programs! This sponsorship will give the sponsor the opportunity to create a turn-key statewide promotion by promoting consumer offers. Not only could this opportunity be used to promote in-store offers, but if the sponsor decides to staff a booth on-site during Indiana State Fair, the coupons could be utilized to drive Fair goers to the sponsor's on-site booth. The possibilities are truly endless with this **brand new 2007 Indiana State Fair Sponsorship Opportunity**.



Sample ad

SPONSORSHIP



OPPORTUNITIES

SHUTTLES

Sponsors have the opportunity to sponsor **one of the most popular promotions at the Indiana State Fair**: the mobile shuttle units! These nine shuttle units have three cars and six signs each for a potential total of **54 20-foot signs** (if all shuttles are available for sponsorship). (Media sponsor WRTV Channel 6 is allotted five-feet (5') of tag space on each sign.)

In addition, as the shuttles title sponsor, the sponsor is encouraged to provide **promotional materials** for the **shuttle staff to distribute** to all *Shuttles* guests (*recommended quantity is 100,000-200,000 promotional items per shuttle*). The marketing pieces can promote the sponsor's onsite booth or act as a drive-to-retail incentive. These can include magnets, pens, fans, etc. (Paper materials are prohibited due to potential trash problems.)

The advantage of this sponsorship is that it creates a **simple turn-key promotion** to give the sponsor **extensive marketing exposure** to over 870,000 people all 12 days of the Fair and to **enhance its state wide marketing efforts**.



MAIN STREET STAGE

Across from the Pepsi Coliseum in the heart of Main Street sits the Main Street Stage, offering a wide variety of daily entertainment for everyone's taste: mariachi music, a cappella vocals, dance groups, variety entertainment and more! The title sponsor of this popular stage will receive extensive branding and promotional opportunities!



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"Day" SPONSOR

As a "Day" Sponsor, the sponsor can reach a **potential of 44,000 to over 100,000 people on one day at the Indiana State Fair!** The "Day" sponsor will receive extensive exposure in a minimum of 625,000 copies of the Indiana State Fair Program, signage around the Fairgrounds, and **on-site marketing and promotional sales opportunities.** The sponsor will also have the opportunity to create a 12-day promotional marketing booth if desired.



As the "Day" sponsor, the sponsor will have the **exclusive opportunity to create gate promotions** as well as other marketing opportunities during its sponsored "Day" that can enhance the sponsor's **sales and branding efforts.** The "Day" sponsor's promotions can also enhance its statewide marketing efforts with drive-to-retail promotions and interactive consumer promotions at its on-site booth. As a "Day" Sponsor, the sponsor will provide **1,000 branded T-shirts** for all gates and parking personnel to wear on the sponsor's "Day."



FAIR TRAIN

More than **20,000 people ride the Fair Train** each year. The Fair Train sponsor will receive signage on-site, at the Fishers Train Station, on the Train itself and along the route. The Fair Train sponsor will be able to **maximize marketing efforts by providing coupons or other promotional items to everyone who rides.** In addition, this sponsor will have the opportunity to have a **private VIP party** on the historic Nickel Plate Car and a booth on the Fairgrounds during the 2006 Fair.



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INFORMATION BOOTH

The Fair will provide the Information Booth sponsor with prominent signage on a total of two information booths throughout the duration of the Indiana State Fair. Also, as the Information Booth sponsor, the sponsor will have the opportunity to provide promotional materials that will be distributed by the information booth staff all 12 days of the Fair.



FUN PARK TITLE SPONSOR

Fun and entertainment are constant in this smoke-free family play area. In addition to the popular Little Hands on the Farm exhibit, this venue hosts pony rides, the Super Stock Racers go kart track and other fun interactive family fun events! The sponsor receives extensive signage, media and promotional opportunities with this venue that targets young children and families!



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HISPANIC MUSIC DAY

The *Hispanic Music Day* takes place on the first Saturday of the Fair. In previous years has included La Lumbre de Durango, various Mariachi bands and entertaining magicians. The Fair works with the Hispanic Community Center to coordinate excellent entertainment! The 2005 headliner was *Jennifer Pena Y su grupo!*



PRCA RODEO

The PRCA Rodeo at the Indiana State Fair has been a popular event for over 10 years. Weekend show crowds average over 11,000 people with families bringing their kids to the shows.

The title sponsor of the Rodeo will be included in **\$30,000 of paid media** promotions. The Rodeo sponsors can also provide promotional flyers, product samples distributed on site at the three Rodeo Shows.



SPONSORSHIP



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CHAMPIONS PAVILLION

Completed in February of 2004, this **new 66,500 square foot, multi-purpose exhibit space** can be used for events up to 4,600 people. The building title sponsor will receive **extensive year-round signage**, recognition in all year-round event promotions and the opportunity to create a permanent display.



"HEALTHY LIFESTYLES" BUILDING

This 10,500 square-foot, fully enclosed, modern facility is used year-round by many corporate and community groups. During the Fair, the building will host diverse programs and promotions to promote "Health Lifestyles" for people of all ages.



EXPO HALL

The recently renovated **Exposition Hall is one of the most visited buildings throughout the year**. This 74,000 square foot facility can accommodate any large show or convention. The title sponsor of the **Expo Hall** will receive extensive **year-round branding opportunities with signage, display and additional marketing opportunities**. The Expo Hall is visible from the highly traveled 38th Street, thus giving the building sponsor extensive **exposure to the over 1 million vehicles that travel on 38th Street daily**.



BLUE RIBBON PAVILION

Completed in August of 1999, the renovated Blue Ribbon Pavilion is a **69,000 square foot multi-purpose exhibit space** that can accommodate large consumer shows and agricultural events. Breakout rooms are appealing for seminars or small group meetings. One of the great benefits of this building is the **visibility to the busy 38th & Fall Creek Streets** – the 3rd most highly traveled intersection in the city (according to the Indiana Department of Transportation).



For more Sponsorship Information contact:

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